



**NEIGHBORHOOD ENHANCEMENT COMMISSION
REGULAR MEETING
Thursday, January 11, 2007
Civic Center Conference Room
3rd Floor One Civic Center
7447 E. Indian School Road**

PRESENT: Christine Schild, Chair
Aaron Kern, Vice-Chair
Patricia Badenoch, Commissioner
Lisa Haskell, Commissioner (arrived at 5:45 p.m.)
Jeff Kidder, Commissioner
Jim Pompe, Commissioner

ABSENT: John Horwitz, Commissioner

STAFF: Patt Dodds, Communications and Public Affairs Officer (left 6:37 p.m.)
Joanie Mead, Neighborhood Education Manager
Kit Weiss, Civic Engagement Director (left at 6:37 p.m.)

CALL TO ORDER/ROLL CALL

Chair Schild called the meeting to order at 5:41 p.m. A roll call confirmed the presence of Commissioners as noted above.

1. Introduction of New Commissioner—Jeff Kidder.

Chair Schild introduced the new member, Jeff Kidder, who introduced himself, stating that he has lived in Scottsdale since 1981 and is currently serving as the Assistant Director at the Scottsdale Ranch Community Association.

2. Approval of December 14, 2006 Minutes.

Ms. Mead reported that Ms. Cashman called to request that the words single-story be deleted from the second sentence in the last paragraph of page 3, noting that the restoration would be applied to both one and two-story units.

VICE-CHAIR KERN MOVED TO APPROVE THE MINUTES OF THE DECEMBER 14, 2006 MEETING AS AMENDED. COMMISSIONER POMPE SECONDED THE MOTION, WHICH CARRIED BY A VOTE OF THREE (3) TO ZERO (0). COMMISSIONERS BADENOCH AND HASKELL RECUSED THEMSELVES FROM THE DECEMBER 14, 2006 MEETING AND COULD NOT VOTE.

3. Election of Commissioner Officers—Nominations to be taken from the Floor

COMMISSIONER BADENOCH MOVED TO ELECT CHAIR SCHILD AS CHAIR OF THE NEIGHBORHOOD ENHANCEMENT COMMISSION FOR 2007. VICE-CHAIR KERN SECONDED THE MOTION, WHICH CARRIED BY A VOTE OF SIX (6) TO ZERO (0).

VICE-CHAIR KERN MOVED TO RE-ELECT HIMSELF AS VICE-CHAIR OF THE NEIGHBORHOOD ENHANCEMENT COMMISSION FOR 2007. COMMISSIONER BADENOCH SECONDED THE MOTION, WHICH CARRIED BY A VOTE OF SIX (6) TO ZERO (0).

4. Discussion with Communications and Public Affairs (CAPA) and Customer Service and Communications Division of Citizen & Neighborhood Resources Department regarding ways to market the Neighborhood Enhancement Partnership (NEP) program—Pat Dodds, Communications and Public Affairs Officer, and Kit Weiss, Civic Engagement Director

Chair Schild recalled that the Commission had numerous discussions about marketing the Neighborhood Enhancement Partnership program to the public. They would like the program to grow and make a bigger impact on the City by undertaking larger projects. She introduced Patt Dodds and Kit Weiss, stating that Commissioner Horwitz requested that they be invited to discuss what internal resources may be available to create an awareness and interest in the NEP program.

Police Department Newsletter:

In response to Mr. Dodds' inquiry about whom the Commission wants to reach, Commissioner Haskell stated that they would like to reach all neighborhoods, especially those without organized HOAs in place. She pointed out that the Police Department publishes a newsletter distributed by each district commander, and it might be one marketing avenue to address.

Canvassing Events:

Ms. Weiss reported that they have canvassing events scheduled for January 20, 2007, February 10, 2007, and March 17, 2007. She suggested that the Commission prepare a flyer about the NEP program to be included in the bags that are distributed to the neighborhoods along with the Scottsdale Neighborhood Resource Guide. The flyer would need to be received by January 17, 2007 for inclusion in the January 20, 2007 bags.

Chair Schild reported that the Commission had a table at the Supai picnic last year in order to distribute NEP packets to citizens. Ms. Mead stated that they were unable to track how many applicants resulted from the picnic, since it takes neighborhoods a long time to get organized and apply.

Email Marketing:

Ms. Weiss suggested that they prepare an email message to be sent to all Neighborhood Watch captains. The Commission could contact Carrie Abts, who does Neighborhood Watch Captain's training several times a year. She also suggested that they send the same email message to the Adopt-A-Road participants. Ms. Mead noted that they could attend the Neighborhood Watch Captain's training sessions and get acquainted.

Ms. Weiss suggested that the Commission also send emails to the city's web based list of the Neighborhood Notification Program participants.

In response to Chair Schild's inquiry regarding the spring orientation workshop dates, Ms. Mead reported that they should be confirmed over the next week. Chair Schild suggested that Ms. Mead include a reference to the upcoming March or Spring NEP Orientation.

Mr. Dodds presented the CAPA Publicity Opportunities Publication. In response to Chair Schild's inquiry as to what other organizations do to market their programs, Mr. Dodds stated that program information is included in the Revitalization Booklet included in the packets distributed during canvassing, also available at the Citizen's Service Center.

Commissioner Pompe expressed his belief that the Commission's marketing should include a heading such as "we want to give away money...if you have a neighborhood that needs help..." Chair Schild pointed out that it should also include before and after photos of the completed projects.

Chair Schild requested that Ms. Mead prepare a flyer for the January 20, 2007 and February 10, 2007 neighborhood canvassing bags. She also requested that staff prepare an email blast promoting the NEP program workshops once the dates are established.

Web Marketing:

In response to Commissioner Haskell's comment regarding no information on the website regarding funding available for neighborhoods, Mr. Dodds stated that the information is located inside the Revitalization Guide on the website. Ms. Weiss reported that a new webmaster has been hired to make the City of Scottsdale's website more user-friendly.

Television:

Ms. Mead stated that earlier this week she discussed with Shannon Wallace the possibility of telecasting an infomercial about the NEP program on City Cable 11 to highlight completed projects and make the program real to people.

Newspaper PR:

In response to Mr. Dodds' comment that the local newspapers are a predominant source for local news, Chair Schild remarked that she did write an article for the newspaper about the NEP program once the new guidelines were approved by City Council.

Chair Schild suggested that they run an advertisement in the newspaper at least one week throughout the month before each workshop. Discussion ensued regarding improving future reporter liaisons to increase coverage of grant decision meetings.

Mr. Dodds recommended that they solicit a reporter interested in human-interest stories. Chair Schild suggested the Commission contact Lois McFarland or a Tribune reporter. Mr. Dodds stated that Carol Sowers of the Arizona Republic is assigned to cover the City of Scottsdale.

Vice-Chair Kern suggested that they prepare a series of five brief articles about the Commission's programs and services, with a goal of getting one article printed each week. Mr. Dodds argued that due to the volume of press releases sent to newspapers, the best approach would be a human-interest story.

Chair Schild recommended that the Commission prepare a press release consisting of the NEP program workshop information along with a human-interest story about a neighborhood projected previously funded the Neighborhood Enhancement Commission to be published before the workshops.

In response to Mr. Dodds' inquiry regarding past projects funded, Ms. Mead named Scottsdale Baptist Church and Meditation Garden. Past projects involved painting and repairing perimeter walls, entryway signage for neighborhoods, xeriscaping, security lighting, pool fences, etc.

Chair Schild suggested Pima Vistas as an excellent human-interest story, especially since they had the wrong name on their wall "The Ranch at Scottsdale Mirage" and no one knew where it came from. Another choice might be the greenbelt improvement project approved in December, because it is a private commitment to the improvement of a public space.

Chair Schild recommended that Mr. Dodds review the NEP program's photo album of past projects to see what stands out as a human-interest story.

Upon further discussion, the Commission agreed to research possible human-interest stories for review at next month's meeting and to be used in NEP Program advertising. Selected stories will be provided to Ms. Wallace thereafter for marketing preparation and publishing at least ten days in advance of each workshop by both newspapers.

Chair Schild suggested that Ms. Wallace also include the marketing information in the Revitalization Newsletter. Mr. Dodds reported that the City has 24 email newsletters with a readership of 4,500-5,000. He suggested that they promote the NEP program in some of those newsletters.

Attending Events:

Commissioner Kidder suggested that they attend Neighborhood Watch parties to make a short presentation about the NEP program. Ms. Weiss stated that Carrie Abts had the Neighborhood Watch meetings schedule.

Chair Schild commented that getting invited to the GAIN quarterly meetings would include them in their business focus and be more productive than attending GAIN events.

Discussion followed regarding the possibility of presenting at the CAPA breakfast meeting should they have topics related to Commission programs.

Chair Schild thanked everyone for the great marketing suggestions and ideas.

5. Discussion and Possible Commission action regarding the presentation of NEP Grant Award Recommendations to City Council

Ms. Mead presented the Draft Council Action Report to be submitted by next Tuesday. This item has been moved to the January 30, 2007 City Council Consent Agenda. Ms. Mead explained that the Council Action Report consisted of a summary of the six neighborhoods that applied for grants last month, what the Commission's recommendations were and why, and the Commission's budget information.

In response to Commissioner Badenoch's inquiry regarding Chateau de Vie III, Chair Schild summarized the discussion and voting results on the grant application. Chair Schild consulted with a Council member on the public vs. private benefit project conflict. The member of Council suggested that the Commission ask themselves "what is the value of the public benefit?" when reviewing grant applications.

They agreed that the justification for partial funding should be that although a project does provide a public benefit, the public benefit is not as great as projects that receive 100% funding for heavy public benefit. The distinctions between public benefit vs. private benefit:

1. Public property includes city easements, greenbelts, retention basins, beautification of intersections, street lamps, and parks. (Everybody has an equal right to use and enjoy it)
2. Private property includes enhancements such as wall signage, lighting, paint, etc. (Providing public benefits such as location identification and public safety.)

Discussion followed regarding the Rock the House program requirements and history, and reasons why it should not be included in the Neighborhood Enhancement Commission's budget.

Chair Schild reported that the Greenstone project was the only one approved by the Commission requiring granite (rock) replacement. The applicant had done several other projects to enhance the landscaping along their entryway street, but couldn't finance the granite. Vice-Chair Kern suggested that the Greenstone project be considered for the public-interest project.

City Council Questions:

Discussion ensued regarding preparation for City Council's possible questions on all six grant applications and the Commission's recommendations. The Commissioners

agreed that the most prominent question would likely be why the sixth application failed by a vote of 2 to 2.

Chair Schild explained that the answer would be that the project failed due in part to concerns that the project did not provide sufficient public benefit to warrant investment of public funds. Another consideration was the fact that Chateau de Vie III had not yet voted on the assessment necessary to cover the matching funds. Chair Schild pointed out that Chateau de Vie III could apply again in the spring with a different type of project or portion of the project.

Vice-Chair Kern suggested that the third bullet point of item #6 be changed to "exterior repair and restoration of all unit entryways".

Ms. Mead explained that should the Commission grant recommendations be pulled from the Consent Agenda, Chair Schild would go forward with short presentation points. Chair Schild suggested that she would like to present photos of the five recommended projects with brief descriptions. Ms. Mead undertook to find out if the Commission would have enough time to present five slides.

Ms. Mead reported that she would be inviting all applicants to attend the January 30, 2007 City Council meeting. She invited Commission members to attend in support of their recommendations.

6. Discussion and Possible Commission Action to Amend the Bylaws of the Neighborhood Enhancement Commission as it relates to the regular meeting day for the Commission. This is a possible proposal to change the regular monthly meeting date from the first Thursday to the first Wednesday of each month, beginning in February, 2007, with an alternate meeting date to be determined

Chair Schild recalled previous discussions about changing the Commission's monthly meeting date back to the first Wednesday of each month to accommodate Commissioner Pompe's scheduling conflict.

Commissioner Badenoch requested that they hold off changing it until she has completed the eight weeks of Scottsdale 101 classes held on Wednesdays. Commissioners Kern, Haskell, and Kidder stated that changing the meetings back to Wednesdays was fine with them.

Vice-Chair Kern pointed out that Section 23252 of the Ordinance states that the Commission must establish the time, place, and manner of notice of all regular and special meetings.

The consensus of the Commission was to establish the first Wednesday of each month as the official meeting date with the second Wednesday being established as the alternate meeting date. The Commission's next meeting would be held on Thursday, February 15, 2007 allowing for Valentine's Day festivities. The following three meetings are to be held on the second Wednesday of each month.

Chair Schild directed Ms. Mead to schedule the Commission's next four meetings for the second Wednesday of each month, posting the change of February's meeting to the third Thursday.

VICE-CHAIR KERN MOTIONED TO AMEND THE BYLAWS TO REFLECT THE NEIGHBORHOOD ENHANCEMENT COMMISSION'S MONTHLY MEETING CHANGING TO THE FIRST WEDNESDAY OF EACH MONTH AND THE SECOND WEDNESDAY BEING THE ALTERNATE MONTHLY MEETING DATE. COMMISSIONER POMPE SECONDED THE MOTION, WHICH CARRIED BY A VOTE OF SIX (6) TO ZERO (0).

7. Discussion to prepare for the Commission's Strategic Planning Session/Retreat Proposed to be held in February, 2007

Chair Schild announced that Commissioner Horwitz would be unavailable for the February meeting due to hip replacement surgery. The retreat would be held in lieu of the regularly scheduled March 2007 meeting. Chair Schild stated that the retreat date should be confirmed at the February meeting based on Commissioner Horwitz's recovery.

Ms. Mead presented a list of future agenda items for discussion, noting that some items were more appropriate for a regular meeting and some were appropriate for the retreat.

Discussion ensued regarding possible retreat locations and time frames. Locations discussed were Scottsdale Stadium, the Senior Center, the new Police Department meeting room in the Weitzman Public Safety Building, and the Rural Metro building.

Commissioner Badenoch noted that she would like a combined update at the retreat on code enforcement with the Commission serving as a sounding board for code related issues. She also stated that she was interested in Green Building and LEED.

Ms. Mead explained that Code Enforcement periodically may have proposals they would like to bring before the Commission for discussion, and the Commission should consider discussing at the retreat the possibility of the Neighborhood Enhancement Commission taking a broader responsibility in Code Enforcement by serving as a sounding board for Code Enforcement issues.

Chair Schild commented that she would be interested in the Fire Department attending the retreat to discuss the Housing Board proposal on fire sprinklers in old condos and conversion projects. Discussion ensued regarding the appropriateness of this topic for the retreat.

Ms. Mead read through the list of future agenda items list pointing out which topics should be scheduled for a regular meeting and which might fit the retreat timeframe. She noted that the retreat could have five different 20-minute topics such as a Water Conservation Update or a Green Building and LEED discussion.

Discussion ensued, clarifying that the updated Transportation Master Plan discussion will also be lengthy and should be considered as a future monthly meeting agenda item.

Ms. Mead noted that the Diversity and Neighborhood Improvement Plans discussions might be short enough for the retreat.

The consensus of the Commission was that the retreat should begin with a broad discussion on the Commission's purpose and responsibilities in 2007 and a review of the Bylaws to decide what is still pertinent to Commission goals and what should be deleted. The Commission agreed that they would need a facilitator for the retreat.

Commissioner Pompe reminded everyone that they should evaluate what the Commission has already covered in the past and make comparisons. They need to keep focus and not get fragmented or take on too many new things.

Chair Schild suggested that they invite past Commission member Nancy Cantor to begin the retreat with a discussion on its past history. Ms. Mead suggested that the retreat format be structured as follows:

- Introduction—discussion on the Commission's past history by Ms. Cantor (and/or other former Commission members).
- Lunch—discussion on the Commission's original intended focus.
- Bylaws review followed by a discussion on the Commission's purpose and responsibilities in 2007.
- Comparison of the Commission's past/present failures and successes.

Ms. Mead recalled that the Commission was originally responsible for the Scottsdale Outlook Awards and a discussion on possibly rejuvenating the project could be part of the future responsibilities.

Discussion ensued regarding possible retreat dates. The consensus of the Commission was to schedule Tuesday, March 20, 2007 from 11:30 a.m. to 3:00 p.m. as a tentative retreat date and time.

8. Staff and Commission Updates (A.R.S. § 38-431.02 (K)).

Ms. Mead presented the Commission's current financial information, noting that the current balance minus the outstanding payment of \$835 to Villa la Playa was \$57,677.00. She reported that the Rock the House program would not need \$12,000 as originally anticipated because there are some funds remaining in another account to be used for the Rock the House program the balance of this fiscal year, thereby changing the total to be subtracted to \$7,000.

Ms. Mead reported that they are rejuvenating their Neighborhood College Program that would include four HOA classes, four neighborhood safety classes, and a Code outreach class for community input. She invited Commission members to attend any of the classes once the dates are confirmed.

Ms. Mead reminded everyone they are invited to attend the January 20, 2007, February 10, 2007, and March 17, 2007 canvassing events to market the NEP program workshops. Chair Schild and Commissioners Haskell and Badenoch indicated that they planned on attending the January 20, 2007 event.

9. Open Call to the Public (A.R.S. § 38-431.02)

No members of the public wished to address the Committee.

10. Next Meeting Date and Future Agenda Items

Chair Schild pointed out that the marketing discussion was to be continued to the February meeting agenda. Suggesting that the Commission also have the Community Policing discussion at the February meeting since it might be a lengthy topic.

Vice-Chair Kern recommended that the CPTED discussion be added to the February Agenda, so the Police Department can identify the highest areas of crime and how City funds can best be used to fight crime. Commissioner Badenoch suggested that the Commission recommend a map of the City of Scottsdale be created with either dots reflecting all of the recent crime or possibly a listing by zip codes.

Chair Schild confirmed that the next meeting would be February 15, 2007, followed by a tentative retreat on March 20, 2007. Reminding everyone that the April and May meetings are to be held on the second Wednesday of the month, returning to the primary meeting date of the first Wednesday in June 2007.

ADJOURNMENT

With no further business to discuss, being duly moved and seconded, the meeting adjourned at 8:19 p.m.

Respectfully submitted,
AV-Tronics, Inc.